

PENNSYLVANIA PUBLIC UTILITY COMMISSION
Uniform Cover and Calendar Sheet

1. <u>REPORT DATE:</u> December 5, 2006	2. <u>BUREAU AGENDA NO.</u> DEC-06-ADM-007REV
3. <u>BUREAU:</u> Administrative Services	
4. <u>SECTION(S):</u>	5. <u>PUBLIC MEETING DATE:</u> December 21, 2006
6. <u>APPROVED BY:</u> Director: Peter B. Dalina <i>Peter B. Dalina</i> Mgr/Spvr: Legal Review: Louise Fink Smith	
7. <u>PERSONS IN CHARGE:</u> Peter B. Dalina	9. <u>EFFECTIVE DATE OF FILING:</u>
8. <u>DOCKET NO.:</u> M-00900239F0013	

10. (a) CAPTION (abbreviate if more than 4 lines)
(b) Short summary of history & facts, documents & briefs
(c) Recommendation

- (a) Captioned Telephone Voice-Carry-Over Relay Service (CTVRS) Request for Proposal
- (b) The Bureau of Fixed Utility Services (FUS) on July 29, 2006, issued a Request for Proposal (RFP) for captioned telephone voice-carry-over relay service (CTVRS). The Commission is seeking to establish ongoing service and outreach to enable individuals who are hard of hearing and speech disabled to communicate, within and to and from Pennsylvania, by telephone with other individuals and businesses.
- (c)

[Confidential recommendation and report redacted. The PA PUC accepted Hamilton Telecommunications as the CTVRS provider for a 3-year term with two 1-year renewal options. The contract began August 2007.]

11. MOTION BY: Commissioner

Commissioner
Commissioner
Commissioner

SECONDED: Commissioner

CONTENT OF MOTION:

Appendix

No. 4

Current PA PUC TRS Surcharge Order

**PENNSYLVANIA
PUBLIC UTILITY COMMISSION
Harrisburg, PA 17105-3265**

Public Meeting held May 30, 2007

Commissioners Present:

Wendell F. Holland, Chairman
James H. Cawley, Vice Chairman
Kim Pizzingrilli
Terrance J. Fitzpatrick

Recalculation of the Pennsylvania
Telecommunications Relay Service Surcharge

M-00900239F0015

ORDER

BY THE COMMISSION:

In accordance with our May 29, 1990 Order at Docket No. M-00900239, which established the Pennsylvania Telephone Relay Service (Relay) and a surcharge funding mechanism (TRS surcharge); and with Act 34 of 1995, 35 P.S. §§ 6701.1, *et seq.*,¹¹ which established the Telephone Device Distribution Program (TDDP) to be funded by the TRS surcharge and which codified Relay and use of the TRS surcharge funding mechanism; and with Act 174 of 2004, 35 P.S. §6701.3a, which established the Print Media Access System Program (PMASP) to be funded in part by the TRS surcharge,¹² we have completed the 17th annual recalculation of the TRS surcharge as it applies to residence and business wireline access lines for July 1, 2007, through June 30, 2008. The monthly residential and business monthly wireline access line surcharge will remain set at \$0.08 and \$0.09, respectively.

As part of their continuing obligations under the TRS surcharge recalculation process, the local exchange carriers (LECs)¹³ have submitted their wireline access line counts. The

¹¹ The statutory provisions were also amended by Act 181 of 2002 to be more inclusive of persons with disabilities.

¹² PMASP is a reading service for persons with certain vision and physical disabilities. The law is now called the "Universal Telecommunications and Print Media Access Act."

¹³ Including both incumbent local exchange carriers (ILECs) and competitive local exchange carriers (CLECs). This total is further adjusted under a Centrex equivalency formula. As of May 15, 2007, fourteen LECs (ARC Networks,

total number of wireline access lines, adjusted for Centrex lines, is 7,584,143 which include 4,701,674 residence wireline access lines and 2,882,469 business wireline access lines. The Relay Provider, AT&T Communications of Pennsylvania, LLC, has submitted the estimated minutes of use and charges for July 1, 2007, through June 30, 2008. U.S. Bank,¹⁴ the Fund Administrator, has provided a statement of the financial status of the Fund.¹⁵ The executive director of the Office of Vocational Rehabilitation (OVR) in the Department of Labor and Industry has submitted the 2007-2008 TDDP budget and the 2007-2008 PMASP budget. Additionally, the surcharge will fund the Captioned Telephone Voice-Carry-Over Relay Service (CTVRS), TRS Advisory Board activities, and Fund administration costs.

Based upon the number of wireline access lines; the estimated cost of the CTVRS; the projected costs of Relay, TDDP, and PMASP; anticipated Relay Advisory Board expenses; and TRS Fund administration costs, coupled with the financial status of the TRS Fund,¹⁶ the 2007-2008 residential and business monthly wireline access line will remain set at the surcharge rates of \$0.08 and \$0.09, respectively.¹⁷ Since the 2007-2008 surcharge has not changed from the 2006-2007 surcharge, no tariff supplements are required at this time.

Effective July 1, 2007, the monthly surcharge collected shall be remitted and allocated to each fund account on a percentage basis as follows:¹⁸

2007-2008 Monthly Surcharge Percentage

BCN Telecom, Broadwing Communications, Claricom Networks, CTSI, Full Service Computing, Global Crossing Local Service, Lightyear Networks, McGraw Communications, Penn Telecom, Remi Retail Communications, Shared Network User Group, US LEC of PA, PaeTec Communications) have not filed their access line data. Staff is currently investigating this noncompliance issue.

¹⁴ As a result of mergers, acquisitions, and name changes, Fund administration has been handled by Hamilton Bank, CoreStates Bank N.A. (1995), First Union National Bank (1999); Wachovia Bank, N.A. (2002), and U.S. Bank Institutional Trust & Custody (2006).

¹⁵ Separate accounts are maintained for the portion of the surcharge allocated to Relay, the portion allocated to TDDP, and the portion allocated to PMASP. Relay Advisory Board, CTVRS, and outreach activities draw from the Relay account; Fund administration draws from each respective account.

¹⁶ The TRS Funds consists of three separate accounts: one for Relay; one for TDDP and one for PMASP. The separation of account activity is accomplished by individual bank accounts increasing accountability.

¹⁷ The annual expense is based on the estimated annual charges submitted by AT&T Relay, estimated annual TRS Advisory Board expenses, estimated annual compensation to the Fund Administrator, contracted cost of Relay outreach campaign, staff estimated annual charges for CTVRS use; and the estimated annual budget for the TDDP and PMASP submitted by OVR.

¹⁸ The TRS surcharge appears as a single line item on customers' bills but actually has three components (Relay TDDP and PMASP).

	<u>Residence %</u>	<u>Business %</u>
Relay	98.0	98.0
TDDP	0.0	0.0
PMASP	<u>2.0</u>	<u>2.0</u>
Total Percentage	100.0	100.0

All TRS surcharge revenues shall continue to be remitted to the Fund Administrator.¹⁹

We shall continue our active oversight of the operations of the Pennsylvania Relay and continue to collaborate with OVR and its TDDP administrator²⁰ to ensure adequate funding for distribution of TDDP equipment to low-income households in accordance with 35 P.S. §§ 6791.3 & 4. We shall also work with OVR to ensure adequate funding for PMASP in accordance with 35 P.S. §§ 6791.3a & 4.

On August 7, 2003, our Secretarial letter required AT&T to file on or before May 1st of each year a Statement of Actual Underlying Costs of the PA TRS for the period of July 1 of the previous year through June 30 of the current year. The Commission's Bureau of Audits has completed its Audit of the Underlying Costs of the PA TRS for the Fiscal year ended June 30, 2004 and June 30, 2005. The Bureau of Audits has issued a Report dated February 15, 2007, at Docket No. D-040SPA050.

On May 29, 2003, the Commission authorized an audit of the TRS fund. The scope of this audit has expanded to include the fiscal period ending June 30, 2006. The audit currently includes the 36 months of July 1, 2003 through June 30, 2006. The Commission's Bureau of Audits has completed the field work of the TDDP for the twelve months ended June 30, 2006. The Commission is generally satisfied that ratepayer funds are appropriately used for the TDDP during the audit periods; **THEREFORE,**


¹⁹ LECS shall remit surcharge revenues to U.S. Bank Institutional Trust & Custody, Attn: Sue Massey, EX-PA-WBSP, 50 South 16th Street, 20th Floor, Philadelphia, PA 19102, payable to the "PA Relay Service Fund" and designated for Relay. Wire instructions effective September 11, 2006 can be found on the remittance form.

²⁰ As of January 1, 2007, the TDD program is administered by Pennsylvania's Initiative on Assistive Technology (PIAT), Institute on Disabilities, Temple University (IDT).

IT IS ORDERED:

1. That for the period of July 1, 2007, through June 30, 2008, the residence surcharge per wireline access line per month shall be \$0.08 and the business surcharge per wireline access line per month shall be \$0.09, unless we take further action to revise the TRS surcharge prior to June 30, 2008.
2. That all local exchange carriers are directed to use the attached form to remit the monthly TRS surcharge collections to U.S. Bank, Institutional Trust & Custody.
3. That a copy of this Order be served upon all local exchange carriers, AT&T Communications Company of Pennsylvania, LLC, U.S. Bank Institutional Trust & Custody, the Office of Vocational Rehabilitation in the Department of Labor and Industry, the Office of Consumer Advocate, the Office of Small Business Advocate, and the Pennsylvania Telephone Association.
4. That a copy of this Order be published in the *Pennsylvania Bulletin*.
5. That a copy of this Order be posted to the Commission's website.

BY THE COMMISSION


James J. McNulty
Secretary

(SEAL)

ORDER ADOPTED: May 30, 2007

ORDER ENTERED: May 30, 2007

REMITTANCE FORM FOR MONTHLY TRS SURCHARGE COLLECTIONS

Effective July 1, 2007 through June 30, 2008

M-00900239F0015

All local service providers are required to collect and remit the TRS surcharge revenue monthly, by the 20th of each month. It is advisable to use the following format for the monthly remittance:

Pennsylvania TRS Surcharge

For the Month Ending _____

Number of **Residential** access lines _____

X \$0.08 per line _____

Allocated:

TRS 98.0 percent _____

TDDP 0.0 percent _____

PMASP 2.0 percent _____

Number of **Business** access lines _____

X \$0.09 per line _____

Allocated:

TRS 98.0 percent _____

TDDP 0.0 percent _____

PMASP 2.0 percent _____

Total Remittance _____

Make check payable to: Pennsylvania TRS Fund

Mail Report and payment to:	Wire Instructions:
U.S. Bank Institutional Trust & Custody Sue Massey EX-PA-WBSP 50 South 16 th Street, 20 th Floor Philadelphia, PA 19102	BANK U.S. Bank N.A ADDRESS 60 Livingston Avenue, St Paul MN 55107-2292 ABA 091 000 022 BNF ITC Depository South & East ACCOUNT 173 103 781 832 OBI PA Relay ATTN: Sue Massey

Remittance for:

Company Name(s): _____

Contact Person: _____

Voice Phone Number: (____) _____ FAX: (____) _____

E-mail address _____

Authorized Signature: _____ *Date:* _____

Please direct any questions regarding the TRS Surcharge remittance to Eric Jeschke at (717) 783-3850 or ejeschke@state.pa.us.

Appendix

No. 5

Support Activities and Programs

Appendix

No. 5.1

PA TRS Advisory Board

Pennsylvania Relay Service Advisory Board

The Pennsylvania Public utility Commission established the Pennsylvania Relay Service Advisory Board (Board) by ordering paragraph No. 17 in the May 29, 1990, Opinion and Order along with its order to establish a statewide Telecommunications Relay Service (TRS). The purpose of the Board is to review the success of the Relay Service System in Pennsylvania and identify additional improvements that should be implemented. The Board functions primarily as a TRS consumer group by providing feedback and guidance to the TRS providers² and the Commission regarding communication assistant training, problem solving, outreach, and service enhancements. The Board will function as a user group providing guidance in such areas as operator training, problem solving, and service enhancements.

The Board meets four times a year to advise the TRS provider on service issues, to discuss policy issues related to traditional TRS, Captioned Telephone Voice-Carry-Over Relay Service (CTRS) and interact with Commission appointed members. At each meeting, the traditional TRS provider and CTRS administrator gives the Board a status report of its activities, which include call volumes, new service offerings, complaint handling equipment enhancements and outreach plans.

The 12 members of the Board are appointed by the Commission and serve two-year terms. The Commission requires that the Board consists of one representative from the Pennsylvania Telephone Association, the Office for the Deaf and Hard of Hearing (ODHH), and the traditional TRS provider (AT&T of Pennsylvania); two representatives from the Commission; and seven representatives from the deaf, hard-of-hearing and speech-disabled communities. During 2007, board members from the deaf, hard of hearing, and speech disabled communities included representatives from the following organizations: two individuals from the Pennsylvania Society for Advancement of the Deaf; two individuals from the Hearing Loss Association of Pennsylvania; National Federation of the Blind; and the Pennsylvania State Grange and the Center for Independent Living of South Central Pennsylvania.

As a user group, the Board meeting agenda items are primarily related to quality of service and improving relay service. However, since the establishment of the Board, the Board has advised the Commission on many critical policy issues that affect TRS users.

² The traditional TRS provider for Pennsylvania is AT&T of Pennsylvania and the captioned telephone relay service (CTRS) provider is Hamilton Telecommunications. CTRS has been contracted with Hamilton as of August 2, 2007. Whereas, CapTel, Inc., is the primary CTRS provider and Hamilton is the subcontractor of administration services and outreach with the Commission.

Highlights

In 2007, the PUC, the PA Relay Service Advisory Board and the CTRS provider will work closely to provide quality captioned telecommunication relay service and outreach regarding the program. The CTRS contract was signed, August 02, 2007, with Hamilton Telephone Company d/b/a Hamilton Telecommunications. As a condition of the RFP the winner of the Pennsylvania contract is required to be present at the quarterly Board meetings. The CTRS provider is required to report on issues related to the service and outreach accomplishments.

The traditional outreach campaign has officially ended as of December 31, 2006. The focus of that campaign was to educate the hearing public about relay technology and enhance the opportunities of people with hearing loss and speech disabilities to communicate with the hearing public in their daily lives. Statewide survey results indicate that in Pennsylvania the public's awareness of the TRS more than doubled during the three-year campaign.

Highlighting the 2006 campaign activities was the use of the 1962 Orlons' hit song "Don't Hang Up" in 30-second statewide radio advertisements. The phrase also appeared statewide on billboards, bus posters and transit shelter advertising and the TRS website. In addition, Lt. Gov. Catherine Baker-Knoll recognized July 11, 2006, as "7-1-1/PA Relay Day" in Pennsylvania as part of the Commission-led consumer education effort. In addition, the campaign partnered with members of the General Assembly to provide materials for district offices. "PA Relay on the Road," a traveling road show related to TRS crisscrossed the Commonwealth visiting numerous county fairs, festivals and other venues with large audiences to educate Pennsylvanians about the telephone relay service.

Although the official consumer-education campaign ended, the Commission's Office of Communications will continue the campaign indefinitely with three full-time educators and the preservation of the TRS materials and the web site, www.parelay.net.

For more information about the Pennsylvania Relay Service Advisory Board contact Kimberly Barrow, legal advisor to the Board (717) 772-8840 (V) or kbarrow@state.pa.us or technical issues Eric Jeschke, Staff Analyst and re-appointed Board member at (717) 783-3850 or ejeschke@state.pa.us.



PENNSYLVANIA RELAY SERVICE ADVISORY BOARD

BY-LAWS³

ARTICLE I - NAME

The Board shall be known as the Pennsylvania Relay Service Advisory Board.

ARTICLE II - AUTHORITY

The Telecommunications Relay Service Advisory Board (Board) is established pursuant to *Petition of the Pennsylvania Telephone Association Requesting the Commission to Approve Implementation of Pennsylvania Relay Service for the Deaf, Hearing and/or Speech Impaired Community with the Commonwealth of Pennsylvania*, P.U.C. Docket Nos. M-00900239 and A-310125 (May 29, 1990).

ARTICLE III - PURPOSE

The purpose of the Board shall be to review the success of the Relay Service System in Pennsylvania and to identify additional improvements which should be implemented. The Board will function as a user group providing guidance in such areas as operator training, problem solving, and service enhancements.

ARTICLE IV - MEMBERSHIP

Section 1. Membership. The Board shall consist of twelve (12) representatives appointed by the Public Utility Commission as follows:

- A. One Representative from the Relay Service Provider;
- B. One Representative from the Pennsylvania Telephone Association;
- C. Two Representatives from the Public Utility Commission;
- D. One Representative from the Office for the Deaf and Hard of Hearing;
- E. Seven Representatives from the hearing and speech impaired community appointed by the Commission.

³ As Amended on September 12, 2006

Section 2. Terms. Terms shall be for two years ending on the corresponding appointment date, and shall continue thereafter until a successor is appointed. Members may be appointed to consecutive terms, with a limit of three consecutive terms. Members may be reappointed after not serving for one term. The Term of members shall expire upon the failure to attend three consecutive meetings of the Board. This provision may be waived by a majority of the Board for extenuating circumstances.

Exception: In the event that an existing member is approaching their limit of consecutive terms and a new member is not appointed, the existing member will be permitted to continue service, upon a majority vote of the Board members present at the meeting, until a new member is appointed. Members serving during expired terms will be supplanted by newly appointed members according to the chronological date of the expirations.

Section 3. Vacancies. Vacancies occurring other than at the expiration of a term shall be filled by the appointing authority.

Section 4. Succession.

A. Chairperson. In the event the Chairperson shall be unable to perform their designated duties, the Vice-Chairperson shall serve as interim Chairperson until the next regularly scheduled meeting. At the next regularly scheduled meeting, the Board shall elect a successor Chairperson.

B. Vice-Chairperson. In the event the Vice-Chairperson shall be unable to perform their designated duties, the Secretary shall serve as interim Vice-Chairperson until the next regularly scheduled meeting. At the next regularly scheduled meeting, the Board shall elect a successor Vice-Chairperson.

C. Secretary. In the event the Secretary shall be unable to perform their designated duties, the Vice-Chairperson shall serve as interim Secretary until the next regularly scheduled meeting. At the next regularly scheduled meeting, the Board shall elect a successor Secretary.

Section 5. Authority of Members. No member shall at any time act or purport to act in the name of the Board without the prior approval of the Board.

Section 6. Compensation of Members. Members shall serve without compensation. Members representing the hearing and speech impaired community shall be entitled to travel expenses as approved by the Commission.

ARTICLE V - ORGANIZATION

Section 1. Officers of the Board. Officers of the Board shall be a Chairperson, a Vice-Chairperson, and a Secretary.

Section 2. Selection of Officers. The Board shall biennially elect officers from its own members. Election of officers shall take place at the first meeting in each odd-numbered year.

Section 3. Duties of Officers.

A. Chairperson. The Chairperson shall preside at all meetings of the Board and shall perform such other duties as may be imposed by action of the Board or as set forth in other sections of these by-laws.

B. Vice-Chairperson. The Vice-Chairperson shall serve in the absence of the Chairperson and shall perform such other duties as may be imposed by action of the Board or as set forth in other sections of these by-laws.

C. Secretary. The Secretary shall serve in the absence of the Chairperson or Vice-Chairperson and shall perform such other duties as may be imposed by action of the Board or as set forth in other sections of these by-laws.

D. Committees. Special Committees or work groups shall be appointed by the Chairperson whenever deemed necessary by the Board. A special committee shall be restricted to its assigned task, shall report its recommendations to the Board, and shall be dissolved when its report is complete and accepted by the Board.

ARTICLE VI - MEETINGS

Section 1. Regular Meetings. The Board shall meet at the call of the Chairperson not less than four times per year. The time and place of a regular meeting may be changed provided notification is given to members not less than fourteen days in advance. The regular meeting minutes shall be provided to all members no less than thirty (30) days prior to the next scheduled meeting.

Section 2. Special Meetings. Special meetings may be called by the Chairperson or by written request of any five members of the Board. Notice to all members stating the time, place, and purpose of any special meeting shall be provided as early as possible, but not less than seven days prior to the meeting. Matters considered in any special meeting shall be limited to the purpose created. The minutes of the special meeting shall be provided to all members within thirty (30) days of the conclusion of that special meeting.

Section 3. Meeting Agenda. *The Chairperson or Secretary shall provide copies of the tentative agenda to each member at least five (5) days prior to the meeting.*

Section 4. Attendance. Members unable to attend any regular or special meeting may designate a substitute to attend in their behalf. The designation shall be in writing, signed by the member, and delivered to the Secretary in advance of the meeting. The designated substitute shall have all rights of the member at the meeting. Members represented by designated substitute shall be considered attending for purposes of Article IV, Section 2.

Section 5. Parliamentary Authority. Meetings shall be conducted in accordance with Robert's Rules of Order.

Section 6. Meetings to be Public. All regular and special meetings of the Board shall be open to the public, provided that the Board may meet in Executive Session to consider matters permitted by the Sunshine Act.

ARTICLE VII - AMENDMENTS

These by-laws may be amended at any meeting by a majority vote of members present, provided that the proposed amendment has been provided to the membership at least thirty (30) days prior to the meeting. The thirty days notice may be waived by unanimous consent of members present at a meeting.

ARTICLE VIII - TERMINATION

The Board shall continue its function and duties until terminated by the Commission.

Appendix

No. 5.2

Outreach

PA Relay Campaign Year 3 Implementation Plan

November 2005 – October 2006

Situation Analysis

After two years of implementing a consumer-education outreach campaign, the Public Utility Commission (PUC), Pennsylvania Relay Service Advisory Board and AT&T are continuing to build awareness among hearing Pennsylvanians about Telecommunications Relay Service (TRS) and 7-1-1.

Specifically, research has also shown that 14% of Pennsylvanians are aware of 7-1-1 – up from the original 9% two years ago. In addition, awareness of PA Relay's media coverage climbed from the initial 4% to 23%. Probably the most telling tale of the campaign is the response from the Communications Assistants survey, which revealed that 85% of the 80 operators surveyed reported there were fewer hang-ups, up from 82% the previous year.

If the campaign moves into a third year, many of the proven tactics can be utilized, while other creative and more cost efficient methods can be added to continue to "spread the word" about PA Relay, specifically to the business and medical communities. Through the research conducted, radio, billboard and transit advertisements continue to be the most effective means of advertising, both as a cost factor and in effectiveness with the consumer. Other tactics, including PA Relay Day, which utilizes "Street Teams," earned media, newsletter articles and partnerships can be expanded during the next 12 months to reach the desired audiences. WJG&A proposes to enhance these proven tactics with fresh ideas and implement new tactics to further educate hearing Pennsylvanians. These tactics would include mall kiosks and retail partnerships during the holiday season, educational assemblies, cable outlet opportunities and direct outreach to business, medical and religious audiences.

Campaign Tactics

Advertising

As research showed, billboard, print, radio and transit advertising were effective in reaching the public with the PA Relay messages, so WJG&A would continue to take advantage of them. Advertising drives awareness, website hits and fewer hang-ups.

Mall Kiosks - Holiday shopping season

As suggested by the TRS Advisory Board, WJG&A would utilize kiosks in shopping malls across Pennsylvania during the upcoming holiday shopping season. These ads will appear in conjunction with store directories and maps. Shoppers looking to find particular stores will view a PA Relay ad similar in design to the print and billboard ads. WJG&A will also research potential partnerships with large retail chains or property developers to develop a more effective means of information distribution.

Radio

Radio has been a proven medium for the campaign. New spots would be drafted and recorded in an effort to capture the listening public's attention. The focus of the commercials would explain PA Relay and why it is important for consumers to learn more about the service.

Billboard

Billboard designs would continue to be simple in order to gain attention and increase the public's interest. The designs would concentrate on 7-1-1, while encouraging the public to learn more about PA Relay. Option 1 in the attached budget accounts for a larger concentration of billboards, which could include a longer duration.

Transit

Transit advertising would continue in the Philadelphia market and would parallel the design and message from the billboards.

Earned Media

WJG&A would continue to pursue print and broadcast news stories in media outlets across Pennsylvania throughout the third year of the PA Relay campaign. The purpose and success of the campaign would be featured in news releases and articles distributed to targeted reporters and editors. Earned media tactics to include:

Cable outlet opportunities

WJG&A agrees with the TRS Advisory Board's suggestion to pursue a variety of cable outlet opportunities across the state. These efforts would include direct outreach to local cable providers to promote PA Relay on the community access channel by posting text bulletins or PA Relay billboard advertisements and attempting to schedule interviews with PUC officials on programs such as Comcast Newsmakers and PCN's public affairs shows.

Op-ed Pieces

With the recent success, WJG&A would continue to develop and seek placement for op-ed pieces, authored by either PUC officials or TRS advisory committee members, discussing the need to educate the hearing public in Pennsylvania about telephone relay.

Select Releases

A number of other press releases would continue to be developed and distributed to the media. These releases can include "Street Team" events or significant announcements for other campaign-related events and issues.

Spokesperson

Christy Smith, celebrity spokesperson for the campaign, will continue to be utilized when appropriate.

Education Program

WJG&A would continue to seek new avenues to attract the attention of teachers, principals and superintendents to the revised lesson plans developed for elementary and middle school students

PA Relay Assemblies

School districts within large markets will be targeted and an assembly/road show visit will be scheduled. As part of the campaign's visit to the school local media outlets will be invited to attend.

Legislative Contacts

WJG&A would utilize contacts made with lawmakers and invite them to encourage school officials in their districts to download the PA Relay lesson plans from the campaign Web site.

Buzz Marketing Events (Street Teams)

Given the success of the PA Relay Day, WJG&A suggests repeating these activities in Year 3, while considering additional venues across the state. These events could include large trade shows, conferences and high profile sporting events (Hershey state championships). Individuals dressed in PA Relay apparel would distribute giveaways to those attending these events.

These events would be supplemented with media outreach, spot advertising including radio, possibly utilizing the voice of Christy Smith, print or billboard advertising in each market in advance to intrigue and encourage the public to attend.

Road Show

Year 3 of the road show would include senior expos, but also focus on schools, businesses and the medical community. The show would occur throughout the twelve-month period, as opposed to only the summer months. This would allow for the PA Relay team to attend other forums, including school assemblies (as mentioned above), conferences and exhibits for those in the business community, telephone marketing/customer service professionals, emergency personnel and agencies and members of the medical profession.

WJG&A would also investigate options to have the road show exhibit attend health and information fairs held on college campuses throughout the year.

The display would feature a relay demonstration video and giveaways designed to attract traffic to the road show display and gain interest in the campaign.

Outreach

Religious Organization Outreach

WJG&A would identify large religious organizations, including churches, synagogues and affiliated groups and contact them to become partners of the PA Relay Campaign. These groups typically attract senior citizens, a targeted demographic for PA Relay.

Government Department Outreach

WJG&A would contact select departments and commissions within state government to encourage them to display PA Relay brochures in their offices, post links to www.parelay.net on their Web sites and host the road show display at public meetings and conferences. For example, the Department of Transportation and the Turnpike Commission could be encouraged to display brochures in rest areas along the interstates, while the Departments of Health and Public Welfare could be approached for hosting potential road show stops.

Business and Medical Community Outreach

Efforts to identify and secure partnerships with members of the business community through Chambers of Commerce and Convention and Visitors Bureaus would increase. WJG&A would search for connections to these groups through AT&T and other established partners and would also continue to contact medical organizations in order to reach doctors, nurses and more.

Legislative Outreach

The initial outreach to Pennsylvania's legislature has been very successful in Year 2. After all of the 253 legislators had received the initial PA Relay packet, many of them responded, by inviting the PA Relay team to participate in their Senior Expos, or placing campaign materials in their existing publications.

PA Relay articles would be drafted and sent to legislators for placement in district newsletters on a regular basis. WJG&A would also make follow-up communication with each of the offices to encourage their continued use of campaign materials.

Web Site

The campaign Web site, www.parelay.net would continue to serve as the focal point for campaign information including the Latest News, lesson plan downloads and contact numbers.

Links

WJG&A would continue its attempts to have www.parelay.net links placed on other campaign partner Web sites, including members of the business and medical communities.

Brochures

Downloadable PA Relay brochures would still be made available on the Web site's home page so visitors can share information with others.

Latest News

The Latest News page would be updated frequently with press releases or announcements about campaign events and activities, as well as photographs.

Research

Research continues to be a requirement as part of this public outreach contract. CorCom would conduct its formal survey near the end of Year 3 to determine the effectiveness of the campaign. A report would be made to the TRS Advisory Committee.

Budget Options

Listed below are three levels of budgets for the items listed above for Year 3, \$500,000, \$376,000 and \$278,000. A brief description of the variations is included on the following pages.

Option 1

Option 1 (\$500,000), accounts for all of the above listed activities to be implemented. This option includes:

- A more aggressive earned media push, with cable opportunities;
- An increased amount of Road Show stops; and
- A full complement of advertising (Spring campaign, Fall campaign and Holiday Season mall kiosks)

Option 1

Advertising	\$263,000
Earned media	\$35,000
Education Program	\$14,000
Buzz Marketing Events	\$32,000
Road Show	\$38,000
Outreach	\$21,000
Web site	\$18,000
Research	\$22,000
Progress Meetings/Administration and Strategic Planning	\$31,000
Supplies/ handouts, etc.	\$8,000
Misc. Printing	\$6,000
Telephone, Fax, Postage	\$12,000

Total Project Costs **\$500,000**

Option 2

Option 2 (\$376,000), accounts for all of the above listed activities to be implemented, except:

- A less aggressive earned media push, without cable opportunities;
- No education assemblies;
- A reduced amount of Road Show stops;
- A reduced amount of advertising for Spring and Fall campaign and eliminating Holiday Season mall kiosks.

Option 2

Advertising	\$173,000
Earned media	\$20,000
Educational Program	\$5,000
Buzz Marketing Events	\$32,000
Road Show	\$28,000
Outreach	\$21,000
Web site	\$18,000
Research	\$22,000
Progress Meetings/Administration and Strategic Planning	\$31,000
Supplies/ handouts, etc.	\$8,000
Misc. Printing	\$6,000
Telephone, Fax, Postage	\$12,000
Total Project Costs	\$376,000

Option 3

Option 3 (\$278,000) accounts for all of the above listed activities to be implemented, except:

- Accounts for a more aggressive schedule for Buzz Marketing Events;
- Eliminates the Spring and Fall advertising campaigns; and
- Utilizes advertising in conjunction with Buzz Marketing Events.

Option 3

Earned media	\$80,000
Educational Program	\$14,000
Buzz Marketing Events	\$38,000
Road Show	\$28,000
Outreach	\$21,000
Web site	\$18,000
Research	\$22,000
Progress Meetings/Administration and Strategic Planning	\$31,000
Supplies/ handouts, etc.	\$8,000
Misc. Printing	\$6,000
Telephone, Fax, Postage	\$12,000
Total Project Costs	\$278,000



COMMONWEALTH OF PENNSYLVANIA
PENNSYLVANIA PUBLIC UTILITY COMMISSION
P.O. BOX 3265, HARRISBURG, PA 17105-3265

EXEMPT BY PAGE
REFER TO OUR FILE

March 17, 2004

Dear Friend:

I hope you will join the Pennsylvania Public Utility Commission and Christy Smith from CBS TV's "Survivor: The Amazon," Thursday, March 25, at 10 a.m. for a special event. The PUC and Pennsylvania's Telecommunications Relay Service provider, AT&T, are launching a statewide campaign to raise awareness of relay services that enable Pennsylvanians - hearing people as well as those who have hearing or speech loss - to communicate better by phone.

Research shows that the hearing public is widely unaware of the telecommunications technology that enables them to communicate with people who are deaf, hard of hearing or speech disabled. Better communication does more than improve the quality of life, it's good for business. There are countless examples where the hearing and people who are deaf or hard of hearing need to communicate better with the hearing public: banking, scheduling medical appointments, purchasing goods or services, making hotel reservations, and ordering pizza.

Appearing at this event will be our spokesperson, Christy Smith. Christy, who is deaf, is an advocate for deaf awareness, and was a finalist on CBS TV's "Survivor: The Amazon." She demonstrates the determination that enables her to overcome her deafness in everyday life. Christy will speak about the critical importance of this campaign.

The launch event will include the unveiling of our campaign to increase awareness of communicating through relay, a demonstration of relay services and the release of new research data.

This event is being held at the Whitaker Center for Science and the Arts in Harrisburg. Simultaneously, remote locations will be connected through a videoconference to participate in this event: the Western Pennsylvania School for the Deaf in Pittsburgh and the Franklin Institute in Philadelphia. Enclosed are directions to each of the locations.

To confirm your attendance please respond via email to wpuc@pa-att.com or telephone (412) 281-5555.

We look forward to seeing you there.

Sincerely,

Glen R. Thomas
PUC Commissioner

Kim Pizzigrilli
PUC Commissioner

Wendell F. Holland
PUC Commissioner



**Left to Right, Commissioner Thomas, Christy Smith, Commissioner Pizzingrilli and
Commissioner Holland.
March 25, 2004**

William J Green & Associates

Established 1987

Public Affairs & Strategic Communications

December 1, 2005

Re: Pennsylvania TRS Outreach Program

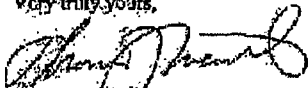
Dear Ms. Panzano:

This letter serves an addendum to the February 10, 2005 agreement between William J. Green & Associates, Inc. (WJG&A), AT&T Corp. (AT&T) and the Pennsylvania Public Utility Commission (PaPUC) for the Pennsylvania Telecommunications Relay Service (TRS) Public Awareness Campaign (Campaign).

As provided in the original agreement, WJG&A has been awarded a one-year extension, beginning December 1, 2005 and continuing through November 30, 2006. WJG&A will be paid a total of \$500,000 over the course of the one-year extension. All other provisions in the November 10, 2005 agreement remain in effect.

Thank you for the opportunity to assist in this campaign.

Very truly yours,


Thomas J. Meiner
Managing Partner

Accepted on behalf of AT&T,

By: SUSAN PANZANO
(Name, please print)

General Manager TRS
(Title, please print)

Susan Panzano
(Signature)

December 2, 2005
(Date)

Accepted on behalf of WJG&A,

By: Thomas J. Meiner
(Name, please print)

Managing Partner
(Title, please print)

Thomas J. Meiner
(Signature)

12/7/05
(Date)